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Key campaign elements

A set of consistent elements to
help build a strong and memorable campaign.

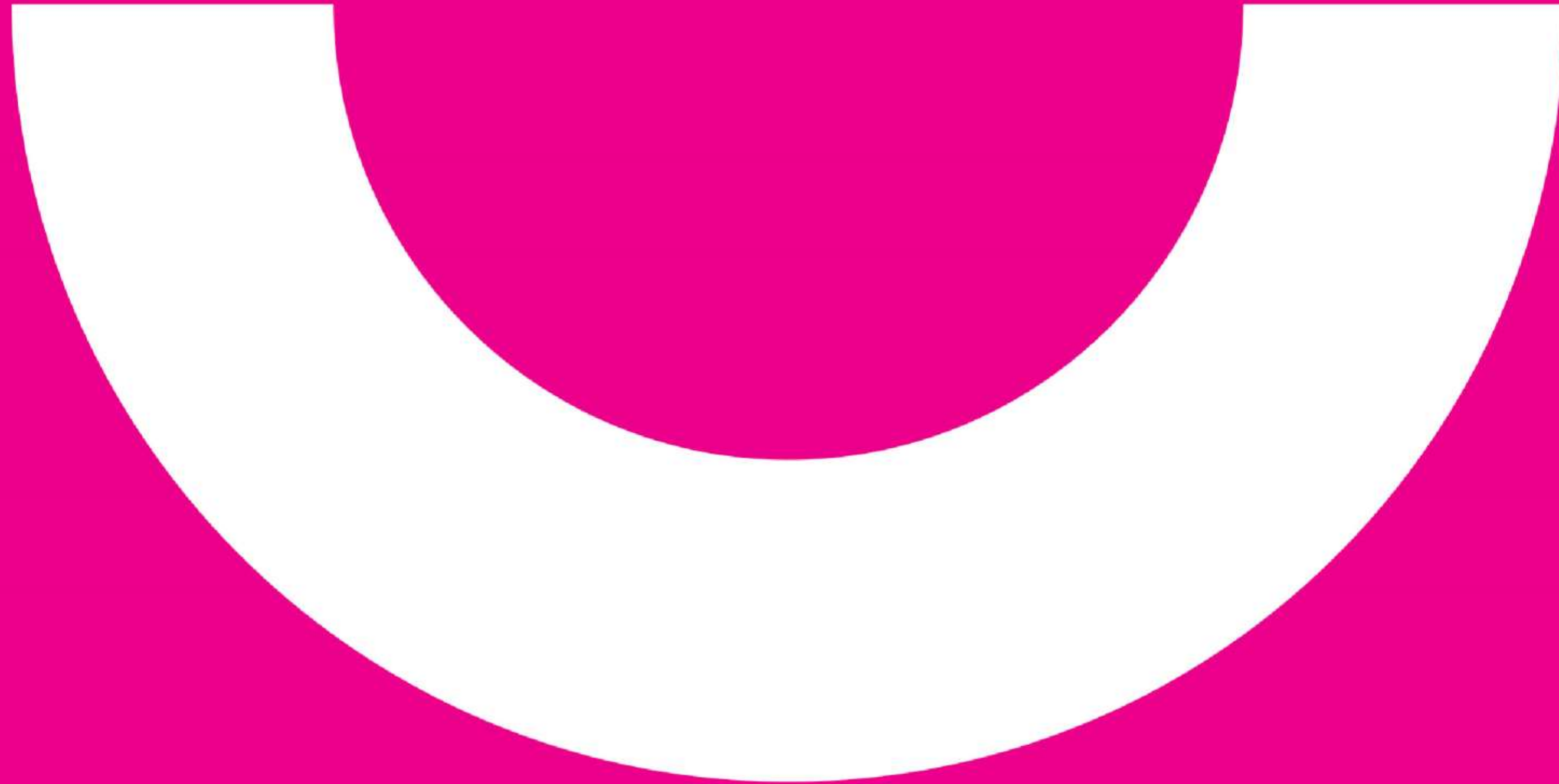
Campaign colour



R236 G0 B140

Magenta

Campaign symbol



A symbol of fun, happiness and good health

Our campaign headline / CTA

give a
SMILE

Our campaign logo



Key visuals

Key visual
Cause-led


give a  SMILE

PLAY YOUR PART IN BRINGING HAPPINESS TO A CHILD WITH THE CLEFT CONDITION

- Donate points
- Buy limited edition 'smile' masks
- Download our 'make a smile' filter
- Like our Facebook page


Superdrug  + Operation  Smile

*BU can choose other children images from GPR Portal

give POINTS
give a SMILE 

2620 2345 6789

DONATE YOUR POINTS IN-STORE OR ONLINE AND HELP US FUND SURGERY FOR CHILDREN WITH THE CLEFT CONDITION

Just one of the many ways we
do good. feel great. | watsons + Operation  Smile

Key visual
Participation-led

give a SMILE




- Donate points
- Buy limited edition 'smile' masks
- Download our 'make a smile' filter
- Like our Facebook page

PLAY YOUR PART IN BRINGING HAPPINESS TO A CHILD WITH THE CLEFT CONDITION



 + Operation 

give a SMILE



- Donate points
- Buy limited edition 'smile' masks
- Download our 'make a smile' filter
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PLAY YOUR PART IN BRINGING HAPPINESS TO A CHILD WITH THE CLEFT CONDITION

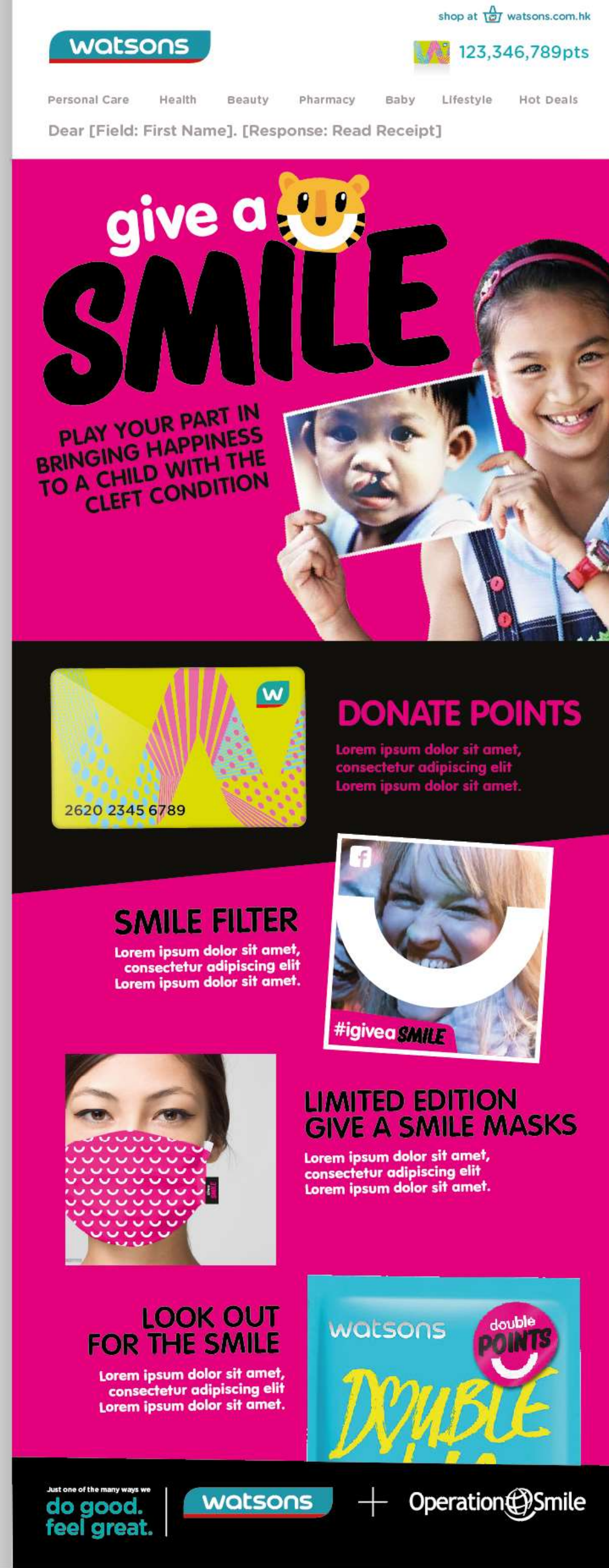
 + Operation 

**Driving customer
awareness**

Members eCRM

A campaign-specific email to inform members about the campaign, how they can donate and participate.

The email should be designed by each BU to fit their individual email templates, and should be responsive to mobile format.



Digital
Website carousel

give
POINTS
give a **SMILE**

Health & Beautycard
that Superdrug the way to feeling

**DONATE YOUR POINTS
IN-STORE OR ONLINE AND
HELP US FUND SURGERY
FOR CHILDREN WITH THE
CLEFT CONDITION
CLICK TO FIND OUR MORE**

Superdrug + Operation Smile

Product/category integration

Category/product Themed product curations

Each BU could consider curating a group of products that tie into the theme of 'smiling', and constructing themed category promotions or messages around those products.

These are examples for Watsons, including oral health products and lipstick.



Category/product integration

This is how the campaign can carry product or category messaging - in this case, a promotional message for own-brand.

Marionnaud

double POINTS

HYDRA SUBLIM

Masque Visage Hydratant
adoucit et booste l'éclat

Moisturising Face Mask
softens and boosts radiance

double POINTS

double POINTS

give a SMILE

double POINTS

ON MARIONNAUD OWN BRAND

DONATE YOUR POINTS TO OUR
GIVE A SMILE APPEAL AND
HELP CHILDREN THE WITH
CLEFT CONDITION

Marionnaud PARIS + Operation Smile

Website carousel

Category/product integration

An example of a category promotion - for beauty.

This kind of material incorporates the campaign smile symbol.

50 extra points
ON SELECTED BEAUTY PRODUCTS

collect or **DONATE?**
Lorem ipsum dolor sit amet consectetur.

Kruidvat + Operation Smile

Company 19:33
Instagram
Kruidvat Netherlands
give a **SMILE**
394 likes
Kruidvat 50 extra points with every beauty purchase this week!

Promotional Template

BU's can attach campaign messaging to their points-related promotions, asking customers to donate their points to the appeal.

This can take the form of a strip at the bottom of a promotional ad.

watsons

50

extra points
on summer essentials

NIVEA
sun
AGE DEFENCE
MOISTURISING FACIAL
SUNSCREEN LOTION
SPF 30+ VERY HIGH PROTECTION
50mL

NIVEA
Soft
Moisturising Cream
NET WT 6.8 OZ 190 g

collect or
DONATE?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ac sodales tellus.

give a SMILE

watsons + Operation Smile

PROMOTIONAL
THEMATIC OR
THIRD PARTY AD

CAMPAIGN MESSAGING

Member comms

In-store Points donation message

Donation is encouraged at the point of purchase, where customers wait, and where members think about their points.

BU's can encourage store staff to convert customers to members so they can participate/donate to the campaign.

if there are digital screens present, more information can be displayed at checkout, to make our message more compelling.



Own-brand and merchandise

Own-brand
Hygiene masks
Option 1

We can use a repeating pattern
of our smile graphic as the
design for the mask.



FRONT



BACK



DOUBLE SIDED TAB
We can have a tab that
includes our three
campaign logos.

SUBJECT TO SIGN OFF

Own-brand
Hygiene masks
Option 2

Using our campaign symbol
and campaign headline as
the repeating pattern.



TAB
We can have a tab that
includes the Watsons
and Operation Smile logo

SUBJECT TO SIGN OFF

**Own-brand
Reusable masks**

Our campaign symbol and colour give our own-brand masks novelty and desirability.



FRONT

give a
SMILE

BACK

watsons
Operation@Smile

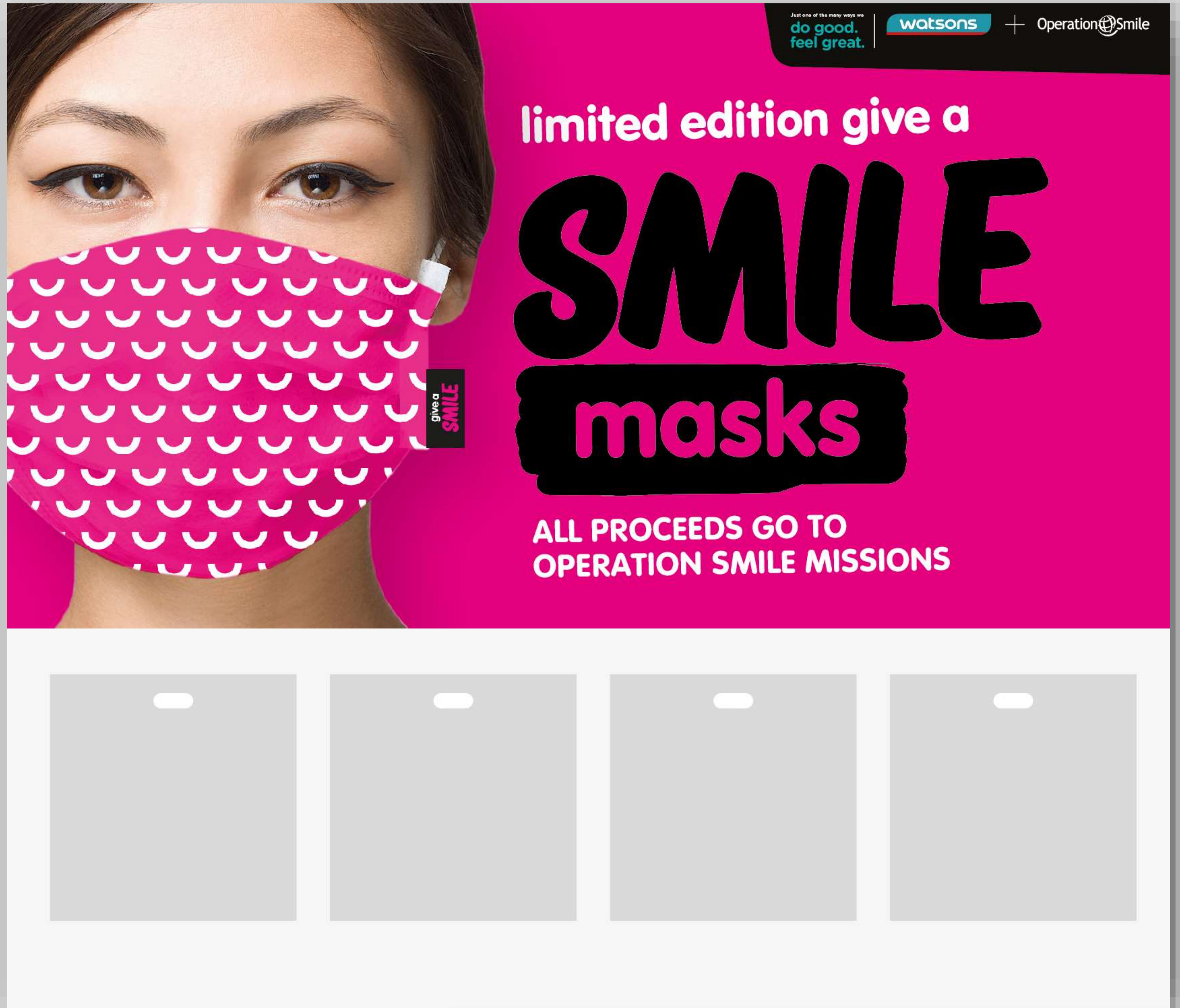
DOUBLE SIDED TAB
We can have a tab that includes our three campaign logos.

SUBJECT TO SIGN OFF

Own brand
Hygiene mask stand

BU's can explore creating 'Pink zones' in stores where campaign-branded products and collateral are gathered.

One element of this zone might hold campaign own-brand products, such as masks.



Just one of the many ways we
**do good.
feel great.**

watsons + Operation Smile

limited edition give a

SMILE

mask

ALL PROCEEDS GO TO
OPERATION SMILE MISSIONS

give a
SMILE

Four grey rectangular placeholders for product images are arranged horizontally at the bottom of the advertisement.

Own brand Themed 'Smile Packs'

Novelty gift sets contain selections of own-brand products, curated around happy occasions, at special promotional prices.

For instance, the 'travel' version could contain miniature sunscreen, toothpaste, shampoo.

There could be a kids' version, a romance version and a birthday version.

Each smile pack has a mystery gift in, such as an own-brand travel accessory.



Instore

Collectible totes / gift bags

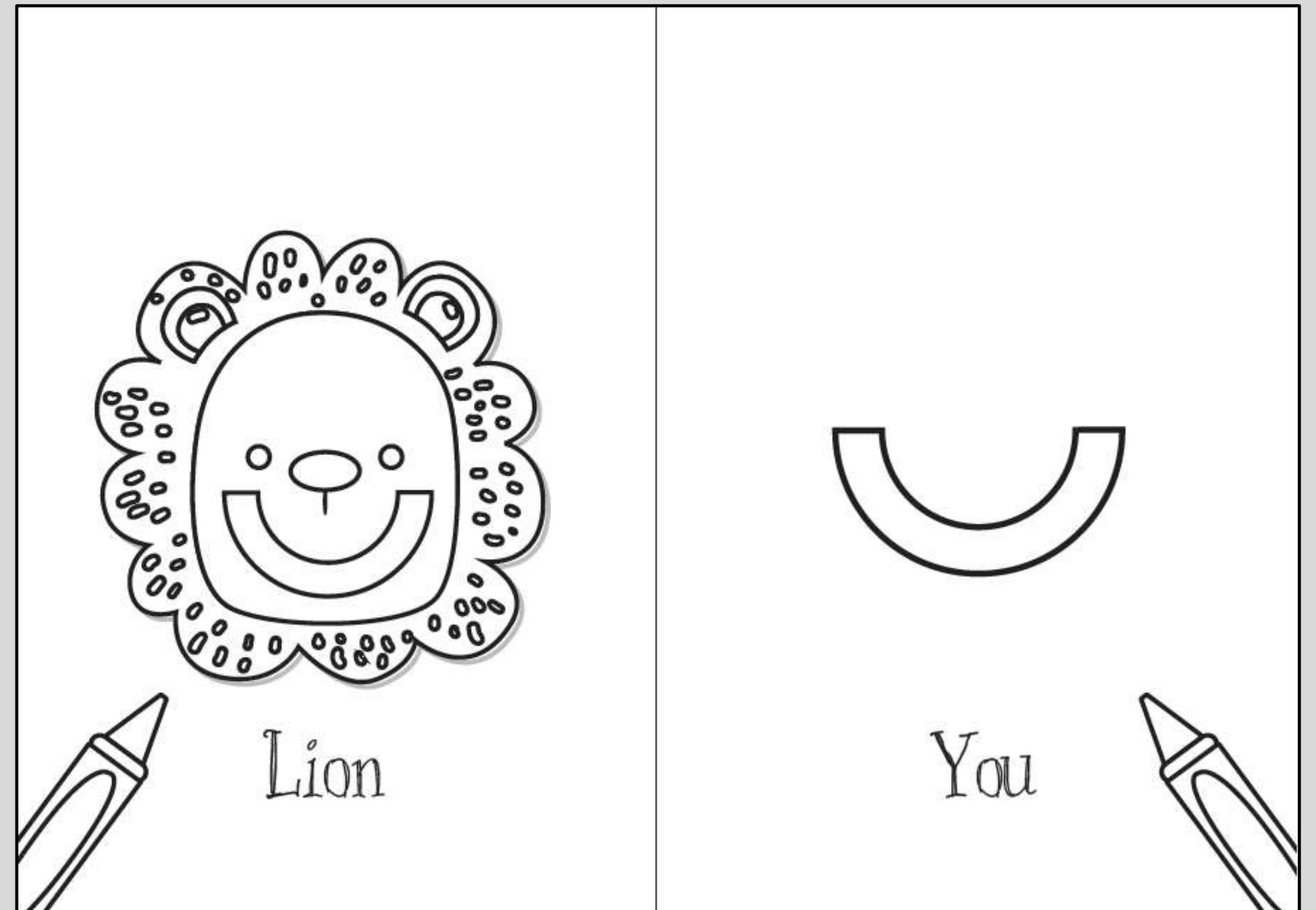
Customers encouraged to purchase limited edition bags at checkout, to give as gifts or to carry their shopping. They should feel fun and collectible.

Purchase is made in points – with all proceeds going towards the appeal.



Instore Colouring Book

Customers encouraged to purchase children colouring book.
Purchase is made in points – with all proceeds going towards the appeal.



Merchandise Stickers

A fun pack of stickers, available to purchase at Watsons stores, which customers can attach to their notebooks, fridges, photos etc.

All proceeds from purchase go towards the campaign.



In-store promotional mechanics

Promotions

Product stickers

To drive own-brand purchase, BU's can use a simple pink sticker device holding the points donation mechanic.

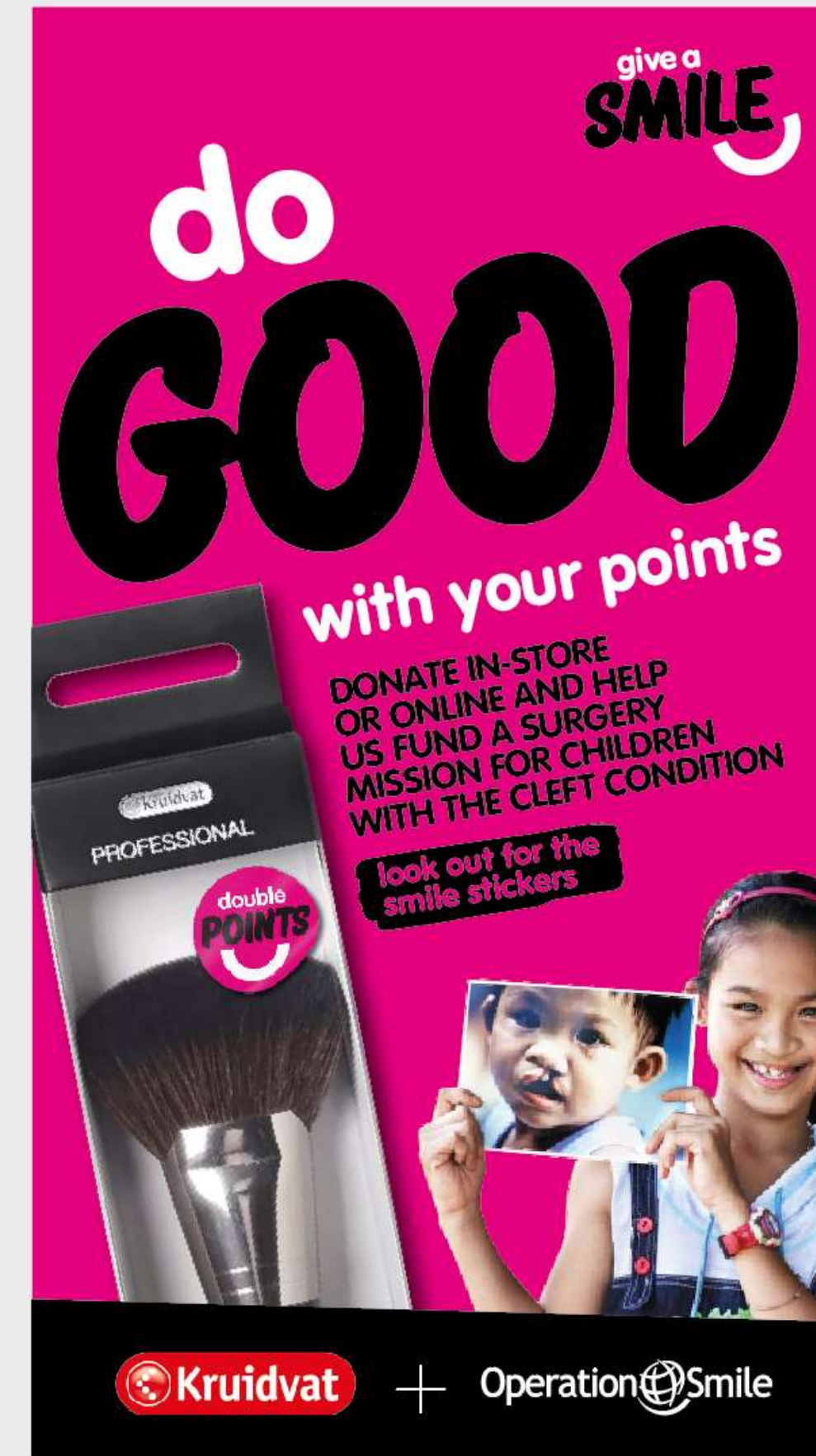
For instance, every product with a pink smile sticker is worth 10 extra points – which the customer can either collect or donate to the appeal.

These messages are representative only. Each BU should decide on their exact points donation mechanic and messaging.



Promotions POS

BU's to decide on their precise promotional mechanic and messaging.



Campaign amplification

#igiveasmile

Other ways to build awareness and encourage participation in the campaign

Campaign endorsement

BU's could approach their brand ambassadors to add their weight to the campaign.

An example with Jackie Chan.

#igivea

SMILE

I'M PLAYING MY PART
IN BRINGING HAPPINESS
TO A CHILD WITH THE
CLEFT CONDITION
JOIN ME

do good.
feel great.

watsons + Operation  Smile

MISS SIXTY

Social media Smile photofilter

A simple way for people to add their support for the campaign, and spread the word.

Facebook photofilters have already been used to drive awareness of causes or communities such as LGBT.

A.S. Watson's individual BU's to explore which social media filters are most appropriate/easy to use.

BU brand ambassadors could kick start the sharing of users' filtered photos (eg Jackie Chan for Watsons in Hong Kong).



Jackie Chan updated his profile picture
41 mins

#igiveaSMILE

Change your profile picture to give your smile and support children with cleft lip.

Try it

BU can consider adding BU icon on the filter



Social media
1,000,000 Smiles target

A.S. Watson brings together all the photo-filtered smiles shared with the hashtag - in an attempt to reach 1,000,000 smiles.

If we reach
1,000,000 smiles,
A.S. Watson will
launch a new
surgery mission



Kruidvat
+
Operation  Smile

#igivea
SMILE

Kruidvat
+
Operation  Smile

**LET'S SHARE
1,000,000
SMILES AND
UNLOCK
A NEW
MISSION**

Outdoor Chain of Smiles

People's filtered social media photo's can be fed back into the campaign to bring awareness to 'give a smile' and encourage participation. For instance, on outdoor advertising/hoardings at BU's office or stores.



#igivea
SMILE

Superdrug[☆]
+
Operation  Smile

SHARE YOUR SMILE IN SUPPORT
OF CHILDREN WITH THE
CLEFT CONDITION
#IGIVEASMILE

Experiential

have fun

give a
SMILE

Find out more at superdrug.com/smile



Instore Kids fun zones

Fun zones in and around the bigger retail stores, so parents can bring children to play while they shop.

Entrance costs the parent 100 points, which go towards the cause.

At the Missions

Mission volunteers 'Smile Makers'

At the mission centres, volunteer 'Smile Makers' can interact with parents and children, to drive participation and help make the children's visit as easy and fun as possible.

Smile Makers can host games, activities, tell jokes and stories.

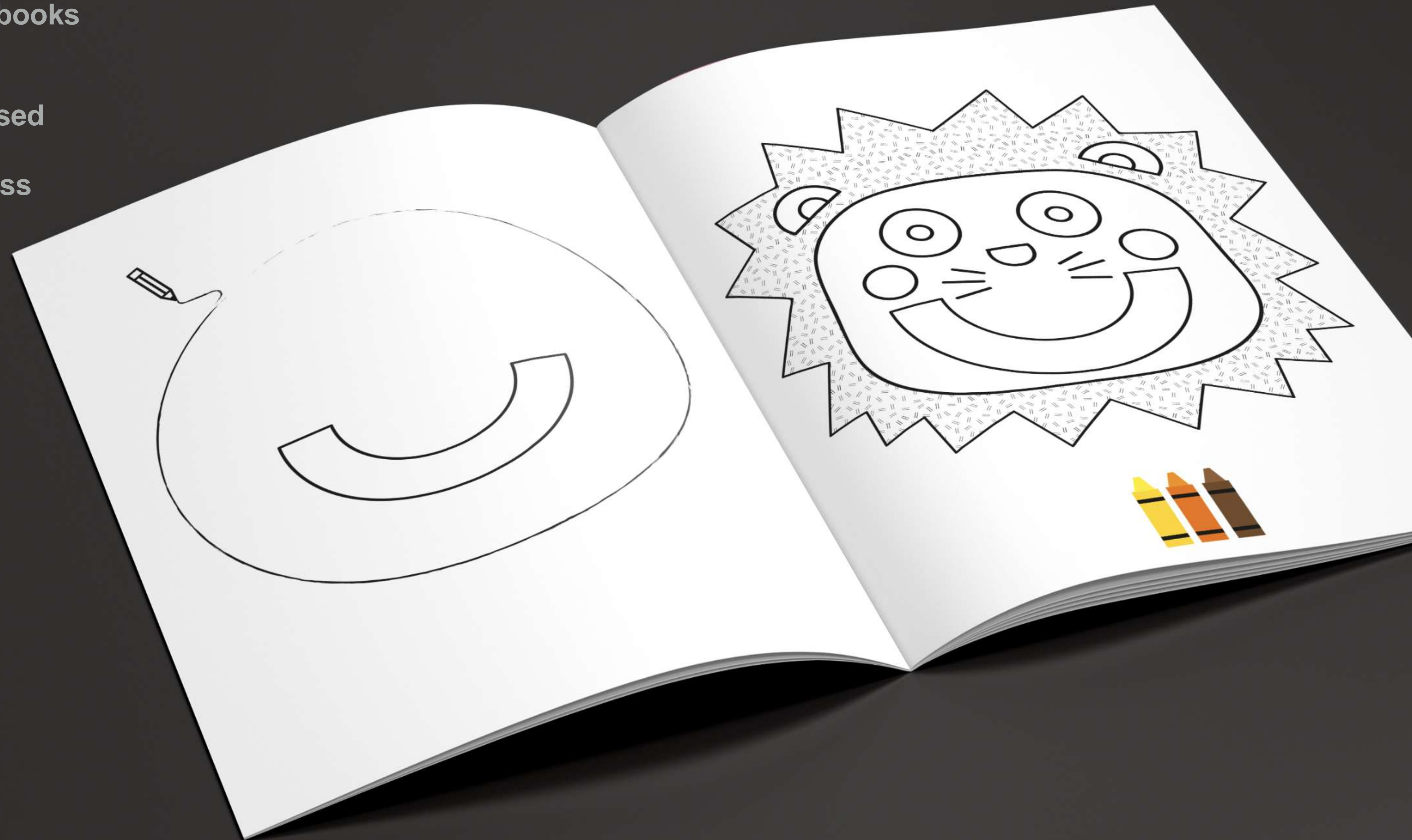


Mission activity

Children activity book

Children are given activity books and pens to play with.

The finished pictures are used by BU's in advertising and online to generate awareness of the campaign.



Mission environments
Backdrop and banner



BU adaptations

The strong visual style in this document will automatically give this campaign stand-out from BU's everyday comms.

Individual BU's will be able to sub-brand the campaign through simple logo lock-ups and copy adapts. This is summarised in the following pages.

BU lock-up Overview

Just one of the many ways we
**do good.
feel great.**



Individual BU
CSR message

BU logo

Charity logo

IF A BU DOESN'T HAVE A CSR MESSAGE WE SIMPLY USE BU LOGO + CHARITY LOGO

BU lock-up
Different brand examples

give a  SMILE

PLAY YOUR PART IN BRINGING HAPPINESS TO A CHILD WITH THE CLEFT CONDITION

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- Like our Facebook page



Superdrug + Operation Smile

give POINTS give a SMILE 



2620 2345 6789

DONATE YOUR POINTS IN-STORE OR ONLINE AND HELP US FUND SURGERY FOR CHILDREN WITH THE CLEFT CONDITION

Just one of the many ways we do good. feel great. | watsons + Operation Smile

give a SMILE



- Donate points
- Buy limited edition 'smile' masks
- Download our 'make a smile' filter
- Like our Facebook page

#igiveaSMILE

PLAY YOUR PART IN BRINGING HAPPINESS TO A CHILD WITH THE CLEFT CONDITION

Kruidvat + Operation Smile

When to use a CSR strapline

Participating BU's should decide when it is appropriate/possible to incorporate their own CSR strapline. As a general rule...

Campaign



CSR straplines should appear in cases where the appeal is the primary message, to draw the link between 'give a smile' and the BU's overarching CSR strategy. For instance, in print advertising that drives awareness of the appeal.

USE CSR STRAPLINE

Tactical

For comms that are not directly appeal-related (eg product or category promotions), BU's may decide not to use the CSR strapline. There may also be lack of available space or too many competing messages.

CSR STRAPLINE OPTIONAL

Language

BU translation examples

BU's should decide (on a case-by-case or market-by-market basis) whether to use English language, local language, or a combination of both.

give a
SMILE
笑亮童心

笑亮
童心

donner le
SOURIRE

English and Chinese — English headline with translation underneath

Chinese — Full translation

French — Full translation

Assets

Typefaces

Usage

Creative headline copy

**BIG FISH
CASUALS**

This is a new typeface and must be licensed for use in communications from myfonts. please follow the below link for more detail.

[LINK](#)

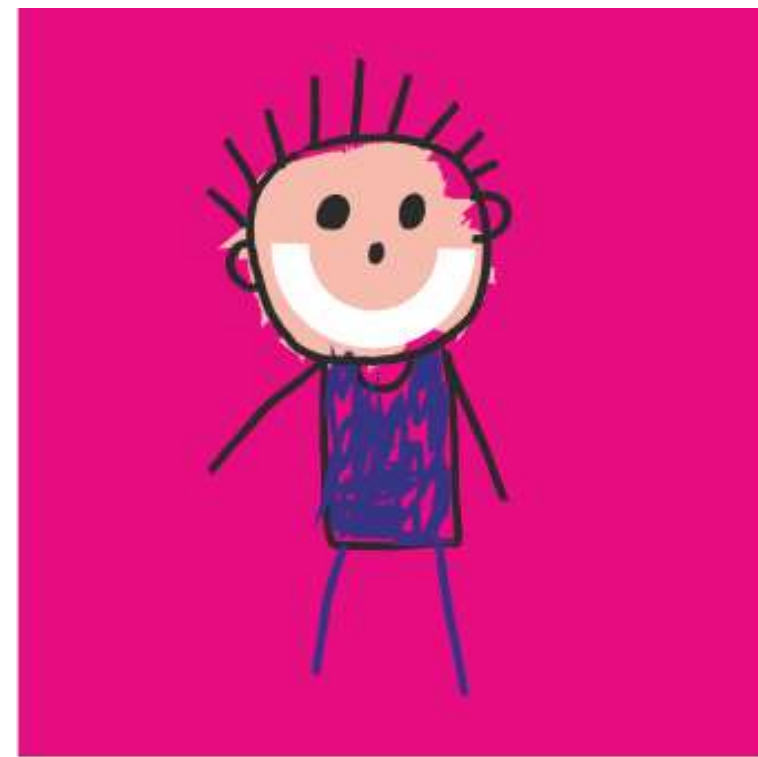
Supporting headline and body copy

VAG Rounded Bold

This is an A.S. Watson typeface.

Illustrations Usage

Ready to use



Children images (to be updated)



Imagery Usage

Stock images (need to be purchased)



Supplied and selected

TO BE UPDATED